Trend Analysis
&
Marketing
In
U.S. Libraries

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Overview

- Data collection
- Mining and deriving the "meaning"
- Analysis and trends
- Library challenges & Finding the opportunity
- Marketing the opportunity. Turning marketing "Inside Out"
- Transforming Lives. Job Search most compelling. ALA Presidential Initiative: "Libraries Change Lives: Promise of Libraries"

Why Gather Statistics

- Numbers driven environment.
- Fact based reporting & analysis: no anecdotal statements!
- Show Value & ROI
- Strengthen case to request funding
- Marketing & Advocacy
- Develop meaningful strategy matching trends
- Comply with standards
- Benchmarking

What should be measured?

Key Performance Indicators (KPIs) based on:

- Resources allocated especially funding
- People

    Customers

    Staff

- Products
- Services
- Place

KPIs co-related with….

- Operating income received : federal, state, municipal
- Expenses by category : materials, personnel
- Circulation by category and per capita
- Staffing patterns
- Library services : programs, attendance, usage, services to non-English speaking populations, to job-seekers

Calculating different ratios will determine value and ROI, and develop strategic future plans

NJSL Statistics

New Jersey State Library
Connecting people with information through libraries

Research Library | **Talking Books And Braille** | **Services For Libraries** | **About the State Library**

🏠 / Services For Libraries / Resources / Statistics / Statistics for NJ Public Libraries

Statistics for NJ Public Libraries

- 2002 Data
- 2003 Data
- 2004 Data
- 2005 Data
- 2006 Data
- 2007 Data
- 2008 and Prior
- 2008 Data
- 2009 Data
- 2010 data
- 2011 Library Data
- 2012 Library Data
- 2012 Statistical Comparison Spreadsheets
- Data Year 2012 Statistical Totals
- Statistical Comparisons

New Jersey Public Library Data and Analyses

- 2012 Library Data
- 2011 Library Data
- 2010 Library Data
- 2009 Library Data
- Library Data 2008 and Prior
- Statistical Comparisons

National Statistics

NJSL Statistics: Linear Data, So what?

New Jersey State Library

Connecting people with information through libraries

Search this site

Research Library | Talking Books And Braille | Services For Libraries | About the State Library

🏠 / Services For Libraries / Resources / Statistics / Statistics for NJ Public Libraries / Statistical Comparisons

Statistical Comparisons

- Circulation and Library Visits 1990–2012
- NJ Public Library Service Statistics Since the Beginning of the Recession
- 2011–2012 Comparison
- 2010–2011 Comparison
- 2009–2010 Comparison
- 2008–2009 Comparison
- 2007–2008 Comparison
- 2006–2007 Comparison
- 2005–2006 Comparison
- 2004–2005 Comparison

New Jersey State Library
📇 185 W. State St.
Trenton, NJ 08608

Talking Book and Braille Center
📇 2300 Stuyvesant Avenue
Trenton, NJ 08618

Using The Library
Get a Library Card
Search the State Library

Programs from the State Library
JerseyCat   Champions
JerseyClicks   Marketing

More Information
Press Room
Blogs

Data Spreadsheet : PCSA & Analysis

New Jersey Public Library S

Part VII - Library Services

Question Number		A	7.1	7.2	7.9	7.10	7.21	7.22	7.23	7.24	7.25	7.50	7.51	7.52
Description			Library Services	Library Services	Library Services	Library Services	Library Services	Library Services	Library Services	Library Services	Library Services	Library Services	Library Services	Library Services
	Municipality	County Code	Library Visits Per year	Reference Transactions Per Year	Summer Reading Club Participants	Summer Reading Total Books Read	Number of Registered Borrowers - Resident	Number of Registered Borrowers- non-resident	Number of Computers for Public Use	Number of Computers with Internet Access for Public	Numbers of Users of Public Internet Per Year	Number Library Programs for Children	Number Library Programs for adults	Total Library Sponsored Programs
NJ0002	ABSECON	0101	21,435	1,256	0	0	2,260	650	10	7	11,208	64	0	64
NJ0008	ALLENDALE	0201	69,502	2,503	153	1,908	5,231	13	5	5	13,260	227	21	248
NJ0307	ALPHA BORO	2102												0
NJ0197	ASBURY PARK	1304	57,773	17,472	48	506	5,871	168	20	15	41,225	151	13	164
NJ0003	ATLANTIC CITY	0102	553,114	27,132	350	1,495	19,550	3,391	54	48	126,890	317	102	419
NJ0001	ATLANTIC COUN	0100	965,446	20,510	715	11,942	37,735	37	109	72	131,772	1,030	422	1,452
NJ0198	ATLANTIC HIGHL	1305	14,716	1,878	138	7,012	2,137	83	4	2	2,429	156	118	274
NJ0084	AUDUBON BORO	0401	17,325	1,195	100	1,346	2,417	5	5	5	2,063	28	7	35
NJ0315	AVALON	0501	111,000	875	92	637	1,165	6,692	23	21	15,400	189	434	623
NJ0199	AVON-BY-THE-S	1306	21,150	3,500	75	700	2,301	100	7	7	5,500	134	10	144
NJ9009	BASS RIVER TO	0301												0
NJ0146	BAYONNE	0901	194,864	50,000	148	2,113	18,140	85	42	42	47,680	245	30	275
NJ0253	BEACH HAVEN	1504	10,937	1,012	24	264	2,598	233	3	3	3,438	12	29	41
NJ0276	BEDMINSTER-F/	1801	83,964	4,696	129	4,000	6,476	249	22	22	5,766	151	146	297
NJ0110	BELLEVILLE	0701	78,008	19,805	417	4,850	19,954	1,153	45	41	13,004	187	171	358

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Analysis: Co-relation in 2 variables

C1 — Circulation % increase/decrease

Year	Circulation	% increase/decrease	NOTES	Visits	% increase/decrease
1990	39,361,602			31,007,000	
1991	41,742,740	6.05%		34,718,000	11.97%
1992	44,308,865	6.15%		36,874,000	6.21%
1993	45,027,319	1.62%		36,375,000	-1.35%
1994	44,661,682	-0.81%		36,207,000	-0.46%
1995	46,371,292	3.83%		38,151,000	5.37%
1996	46,807,658	0.94%		37,531,000	-1.63%
1997	48,022,636	2.60%		39,011,000	3.94%
1998	47,142,099	-1.83%		38,942,000	-0.18%
1999	45,754,918	-2.94%		39,067,000	0.32%
2000	45,544,076	-0.46%		39,236,000	0.43%
2001	48,590,847	6.69%		40,842,509	4.09%
2002	51,396,103	5.77%		41,970,399	2.76%
2003	51,678,482	0.55%		41,753,411	-0.52%
2004	52,589,127	1.76%		42,428,695	1.62%
2005	53,353,669	1.45%		44,288,803	4.38%
2006	53,847,558	0.93%		45,673,207	3.13%
2007	55,903,683	3.82%		46,028,401	0.78%
2008	59,800,386	6.97%	Recession began December 20	48,531,094	5.44%
2009	63,959,626	6.96%		51,205,694	5.51%
2010	62,777,553	-1.85%	at 133 libraries; 427 FTE lost at 133 libs including 253 FT positions	49,941,587	-2.47%
2011	61,536,426	-1.98%	1 building closed; budget cuts at 185 libraries; 269 FTE lost at 82 libs including 192 FT	47,823,717	-4.24%
2012	60,557,349	-1.59%		47,038,579	-1.64%
	Circulation			**Visits**	
% increase 1990–2012	53.85%			51.70%	

Circulation 1990-2012

Visits 1990-2012

Sheet1 | Sheet2 | Sheet3

IMLS's Data Collection & Analysis

Benchmarking!

America's Star Libraries, 2013: Top-Rated Libraries

By Keith Curry Lance & Ray Lyons on ☐ November 1, 2013 💬 Leave a Comment

AMERICA'S **Star** LIBRARIES **2013**

THE LIBRARY**JOURNAL** INDEX OF PUBLIC LIBRARY SERVICE

★ THE STAR LIBRARIES

★ BEYOND THE STARS

ALL THE STARS, STATE BY STATE ★

THE CASE FOR NEW OUTPUTS ★

SPOTLIGHTS: NEW AND IMPROVED STARS

★ THE MORE THINGS CHANGE

FIND A LIBRARY ★ FAQ

All the Stars, State by State

THE *LJ* INDEX IS SPONSORED BY

BIBLIOSTAT CONNECT

The constellation of Star Libraries changes dramatically from year to year. As it does every year, the 2013 Star Libraries illustrates that each annual round introduces a substantial set of new Star Libraries, sees the fortunes of continuing Star Libraries change—as libraries change peer groups and gain and lose stars—and, indeed, sees many of the previous year's honorees lose their Star Library

Evolution of Library

Then…

- Book & information repository
- Paper
- "Guarded" information
- Defined hours of service
- Customer– In-house
- Resources– Self Contained

CONSTANT= Civic Institution

Now…

- Book & information repository
- Paper & Electronic
- Customer – In-house and Remote & self publisher
- Resources-- shared
- Community hub
- Collaborative space
- Tech Center
- Maker Space
- Open Access
- 24/7 services

Trend Analyzing Organizations

- **Global**: IFLA World Library Congress
- **National**: IMLS, ALA, ULC, OCLC, Pew Research, State Library Associations, State Library Development Bureaus, Census Bureau, State Data Centers, CIL conference
- **Local**: County and Municipal Departments
- **Large Libraries**: QBPL, NLB, DOK
- **Others**: Small Business Administration, Chamber of Commerce, Bureau of Economic Affairs, etc.

OCLC's Perception of Libraries, 2010

OCLC® The world's libraries. Connected.™

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Home › News & Events › OCLC Publications › Membership reports › Perceptions of Libraries, 2010: Context and Community

Perceptions of Libraries, 2010: Context and Community

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Perceptions of Libraries, 2010: Context and Community

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E-mail

OCLC's newest membership report, *Perceptions of Libraries, 2010*, a sequel to the 2005 *Perceptions of Libraries and Information Resources*, is now available. The new report provides updated information and new insights into information consumers and their online habits, preferences, and perceptions. Particular attention was paid to how the current economic downturn has affected the information-seeking behaviors and how those changes are reflected in the use and perception of libraries.

This OCLC membership report explores:

- Technological and economic shifts since 2005
- Lifestyle changes Americans have made during the recession,

Download the complete report (PDF, 17MB)

Download the complete report in single page format for easy 8-1/2 x 11 printing (PDF, 16.48MB)

Download individual sections of the report:

A Long View: In Internet Times (PDF, 200KB)

In Context (PDF, 297KB)
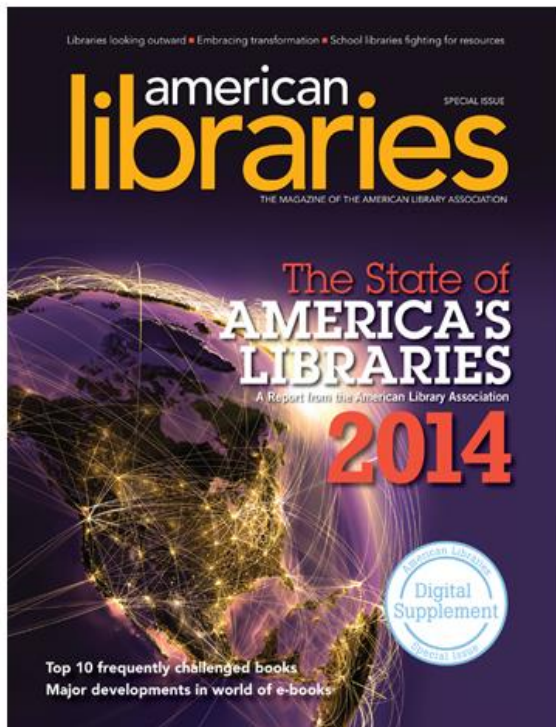
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Trend Studies & Reports: ALA & Pew

State of America's Libraries Report 2014

Libraries continue to transform to meet society's changing needs, and more than 90 percent of the respondent independent national survey said that libraries are important to the community. But school libraries continue t combined pressures of recession-driven financial tightening and federal neglect, according to data from the Nat Education Statistics, and school libraries in some districts and some states still face elimination or de-profess their programs. These and other library trends of the past year are detailed in the American Library Associatior America's Libraries report, released today during National Library Week, April 13– 19.

Press release: ALA releases 2014 State of America's Libraries Report

Zmags version of the report at American Libraries Magazine

2014 State of America's Libraries Report (PDF 9.4MB)

Libraries looking outward ■ Embracing transformation ■ School libraries fighting for resources

american libraries
SPECIAL ISSUE
THE MAGAZINE OF THE AMERICAN LIBRARY ASSOCIATION

The State of AMERICA'S LIBRARIES
A Report from the American Library Association
2014

Digital Supplement

Top 10 frequently challenged books
Major developments in world of e-books

Executive Summary

Introduction

Libraries and Community Engagement

Public Libraries

Ebooks and Copyright Issues

School Libraries

Academic Libraries

Social Networking

Library Construction and Renovation

Outreach and Diversity

Washington Scene

Intellectual Freedom

Sources

Contributors and Feedback

ANALYSIS

NOVEMBER 4, 2013
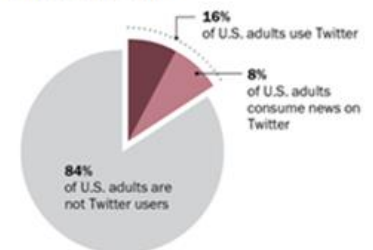
Twitter News Consumers: Young, Mobile and Educated

BY AMY MITCHELL AND EMILY GUSKIN

Nearly one-in-ten U.S. adults (8%) get news through Twitter, according to a new report by the Pew Research Center, in collaboration with the John S. and James L. Knight Foundation. Compared with the 30% of Americans who get news on Facebook, Twitter news consumers stand out as younger, more mobile and more educated.

In addition, a separate Pew Research analysis of conversations on Twitter around major news events reveals three common characteristics: much of what gets posted centers on passing along breaking news; sentiments shift considerably over time; and however passionate, the conversations do not necessarily track with public opinion.

This two-part report is based first on a survey of more than 5,000 U.S. adults (including 736 Twitter users and 3,268 Facebook users) and, second, on an

Twitter and News

16% of U.S. adults use Twitter

8% of U.S. adults consume news on Twitter

84% of U.S. adults are not Twitter users

Facebook News Survey Aug. 21-Sept. 2, 2013
PEW RESEARCH CENTER

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Bhatnagar, Alka. "Web analytics for business intelligence:

beyond hits and sessions. *Online* Nov.-Dec. 2009: 32+. *Academic OneFile* ● ●

r Business Intelligence: Beyond Hits and Sessions

Web Analytics for Business Intelligence

Beyond Hits and Sessions

by Alka Bhatnagar

Increasingly in vogue in the business world, web analytics are used to uncover data-driven insights and to leverage them for performance gains. Successful online business organizations, such as Google, eBay, and Amazon, recognize that by continuously data mining, monitoring, and analyzing econtent, they can gain intelligence about customers' experience and engagement, products, collections management, channels, partners, target markets, competitors, and much more.

How does this relate to libraries? At the National Federation of Abstracting and Information Services (NFAIS) annual conference held in Philadelphia in February 2009, Lynne Brindley, chief executive of The British Library, noted, "There seems to be a frenzied race to make sure digital content is available." With libraries' virtual branches achieving nearly equal importance as physical ones, how to measure the success of their online presence becomes important. Having participated in several relevant committees and task forces, I have noted that the number of "hits" and "sessions" (provided either by vendors or from the analytic tool's dashboard) or anecdotal evidence generally suffice in deciding the success or failure of online presence.

Service and customer metrics of physical entities in the U.S. are collected and analyzed extensively by the U.S. Census

WHY ANALYTICS

1. For effective and sustained web presence, it is imperative to use the quantitative, fact-based analysis.
2. Knowledge derived from mined and analyzed transactional data leads to timely and informed decisions.
3. Transparency of data, available to all decision makers simultaneously.
4. Manage performance of web presence with ease.
5. Deliver real-time snapshot of KPIs for timely and factual decision making.
6. Validate intuition with fact and provide fact-based OBE. It also supports the library's distinctive capabilities such as products and services uniquely offered and liked by the customers.
7. Monitor goals constantly. Make ongoing course corrections based on observed data to predicted outcome. Reality check.
8. Surface the deeply buried knowledge in volumes of data. Uncover previously unknown trends and patterns and leverage them to advantage.
9. Discover who is at the long tail.
10. Improve customer satisfaction, retention, and partnerships.
11. Benchmarking.
12. An automated system, if thoughtfully planned and executed, will be much more accurate and complete than manually analyzed data using spreadsheets. Manual analysis also equates to less extensive data being mined because of human limitations, thus missing out on opportunities.

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intelligence. Therefore, in the initial stages, getting the deci-

Data Analytics is Future!...Nov. 21, 2013

INSTITUTE of **Museum**and**Library** SERVICES

Public Libraries in the United States Survey

FISCAL YEAR 2010

January 2013

Indicator 5. Circulation in Public Libraries

Public libraries circulation continues to increase with 2.46 billion materials circulated in FY 2010, the highest circulation in 10 years. Circulation of children's materials has increased by 28.3 percent in the last 10 years and comprises over one-third of all materials circulated in public libraries.

Public libraries circulated 2.46 billion materials in FY 2010, a 1-year increase of 2.1 percent and a 10-year increase of 38.0 percent (**Figure 5-1**). Circulation per capita was 8.3, an increase of 26.4 percent over 10 years. Circulation per 1,000 visits was 1,567.2, an increase of 4.0 percent over 10 years. Circulation of children's materials comprised 34.0 percent of total circulation, at 837.12 million materials. This reflects an increase of 2.7 percent since FY 2009 and a 10-year increase of 28.3 percent. There was a strong, positive relationship between circulation per capita and expenditures on collections.[1]

Public libraries in suburban areas had the highest circulation per capita, both in total circulation and for children's material. Circulation per capita for all materials in suburban libraries was 9.8, an increase of 2.2 percent from FY 2009. Circulation per capita for children's materials was 3.5, an increase of 2.6 percent. Per capita circulation was also higher in cities than it was in town or rural libraries. Circulation per capita of all materials was 7.9 at city libraries; circulation per capita of children's materials was 2.6, a 1-year increase of 3.6 percent.

There were regional differences in circulation per capita. The Rocky Mountain and Great Lakes regions had the highest circulation per capita. In the Rocky Mountains, circulation per capita was 12.4 for all materials and 4.5 for children's materials. In the

Figure 5-1: US Public Library – Circulation Per Capita, FY 2001-2010
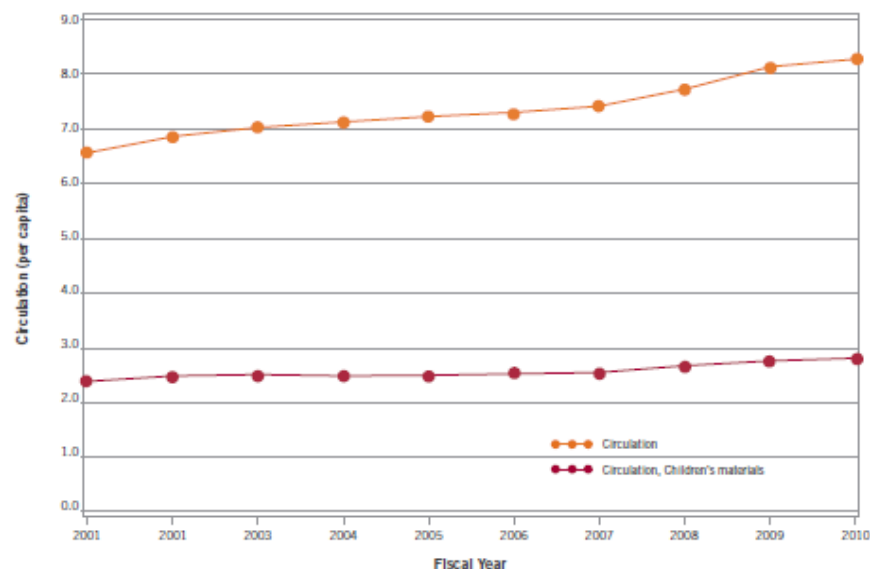
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Unknown Zone

Customer Trends—It is all about them!

- Has *exponentially* growing needs. Time is premium. *Convergence* "one stop" service point. Has *abundance* of choices.

- Present in both *virtual* and *physical* space.

- Demands *targeted*, *quality* resources & *valuable* services "at their doorstep".

- Satisfied with--"*instant gratification*" **+ engagement**.

- Operates at their own terms.

Seattle PL applying the trend!

HOME · PUBLICATIONS · PRESENTATIONS · PARTICIPATE · DATA ·

Released: January 22, 2013

Library Services in the Digital Age

Patrons embrace new technologies – and would welcome more. But many still want printed books to hold their central place

by Kathryn Zickuhr, Lee Rainie and Kristen Purcell

Summary of findings

The internet has already had a major impact on how people find and access information, and now the rising popularity of e-books is helping transform Americans' reading habits. In this changing landscape, public libraries are trying to adjust their services to these new realities while still serving the needs of patrons who rely on more traditional resources. In a new survey of Americans' attitudes and expectations for public libraries, the Pew Research Center's Internet & American Life Project finds that many library patrons are eager to see libraries' digital services expand, yet also feel that print books remain important in the digital age.

The availability of free computers and internet access now rivals book lending and reference expertise as a vital service of libraries. In a national survey of Americans ages 16 and older:

- 80% of Americans say **borrowing books** is a "very important" service libraries provide.
- 80% say **reference librarians** are a "very important" service of libraries.
- 77% say **free access to computers and the internet** is a "very important" service of libraries.

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Seems Familiar? Today's customer. Deploy Services to their fingertips!

WHAT'S THE POINT OF BEING AFRAID OF THE ZOMBIE APOCALYPSE

Deploy Products Where They Are
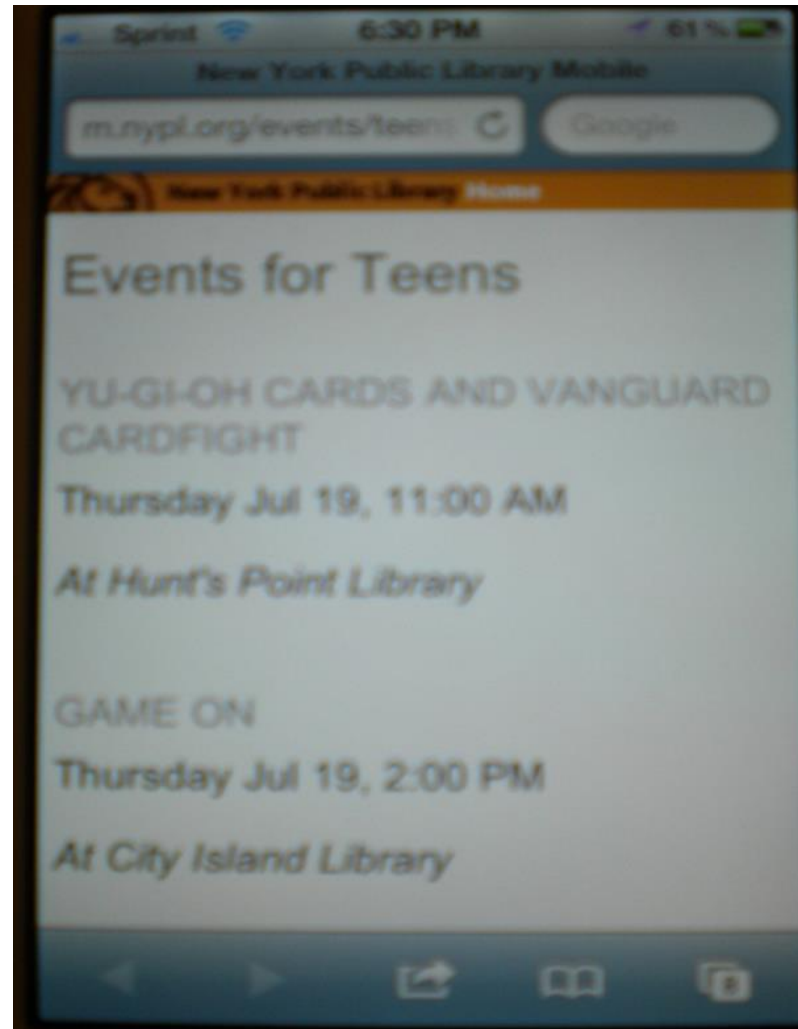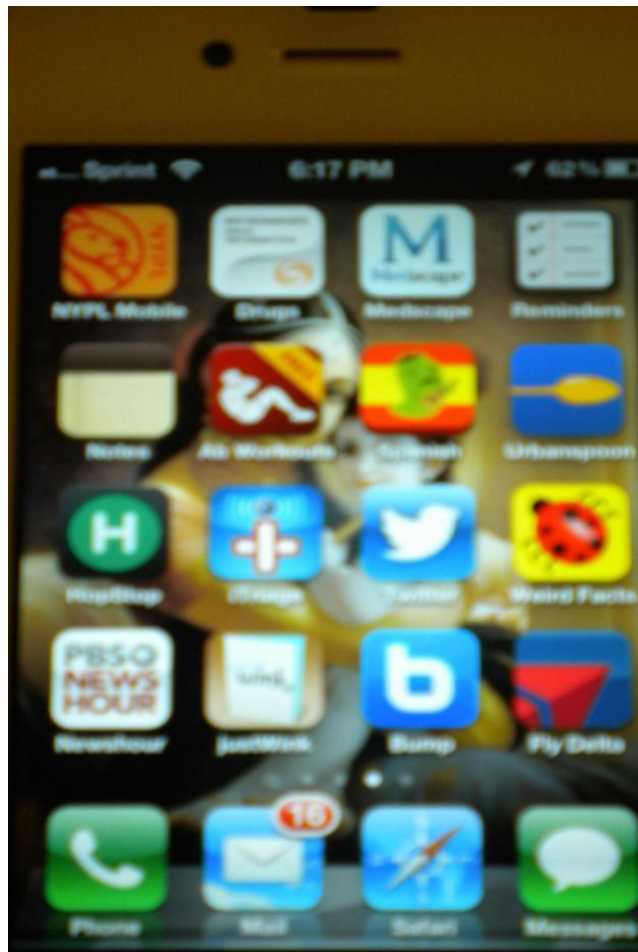
Library Challenges!

- Growing Demand, Shrinking Resources!
- Shifting global socio-economic conditions where **"average" is no longer acceptable**
- Technology Advances Exponential
- Exponential growth of information
- Global Communities with high expectations
- Compete amidst changing new economies
- Library NOT the ONLY information provider

Libraries competing for $$$!!

- Public Libraries asked to show ROI, their values, etc. amongst other civic organizations

- But PL offer public goods which are difficult to value… (each product or service is used by several customers and mostly valuation/impact is not immediate), unlike a tangible product.

OCLC Report 2008

From awareness ... to funding

Today's support comes from those who believe libraries transform lives.

The research revealed an important distinction between the public library user and the public library funder. Not every library user is a library funder; not every library funder is a library user. A voter's willingness to support increased library funding is not driven, or limited, by library use. In fact, the advocacy research found that there is little correlation between frequency of library visits and willingness to increase funding for libraries.

7-2   From Awareness to Funding: A study of library support in America

Conclus

Not all residents in a community are equal when marketing or advocating for increased funding for libraries.

Not all residents in a community are equal when marketing or advocating for increased funding for libraries. This inequality is not unexpected or unusual. In fact, understanding, accepting and leveraging the differences among different groups of consumers is the premise underpinning successful marketing and branding strategies. Understanding market segments and delivering the right value to the right target segment(s) is the top determinant of market success. As described by our market research partner, Leo Burnett:

"Not everyone is alike and different people want different things from the category. They evaluate, perceive and use brands differently. No brand has 'universal appeal' and the more brands there are in a category, the more this is true.

"For every brand, there is greater chance to build business [funding] among some segments of consumers than others. If these segments can be identified, the brand has a 'roadmap for growth' and can customize marketing efforts to the most likely prospects."

OCLC

From Awareness to Funding
A study of library support in America

A Report to the OCLC Membership

Build It & They will come! Not anymore!

- 91% of Americans ages 16 and older say public libraries are important to their communities

- However, just 22% say they know all or most of the services their libraries offer now

- Analyze the missing link and build awareness

"Library Services in the Digital Age"
http://libraries.pewinternet.org/2013/01/22/library-services/

Trends Affecting Libraries

- Financial Fiasco / Job losses

- Reduced Property Taxes

- Reduced Resources Allocated

Result = LIBRARY CLOSURES

Action = Find opportunity = Services for Jobless

Marketing definition as comprehended...

- Marketing is all activities and programs aimed at creating a pool of target potential customers for your products or services.

- Customer acquisition and engagement is the goal.

- This has short term and long term goals.

Why Market? Awareness to Funding!

Build "library brand" awareness matching products and services @ library by formulating a strategy

- Comprehend customer needs and "pain points"

- Determine "valued products & services"

- Communicate the "value"

- Increase visibility and goodwill

Result= Justifiable funding for the library

Marketing Process

- Determine what organization wants to achieve
- Gather data for fact based analysis
- Analyze
- Study relevant trends
- Overlay trends with expected customer acquisition, engagement, and retention /outcome
- Market Research starting with U.S. Census
- Develop marketing strategy to get measurable outcomes using relevant channels
- **Constantly build awareness, trust, and goodwill.**

U.S. Census: Community FactFinder

'The Campaign for America's Libraries is the American Library Association's public awareness campaign that promotes the value of libraries and librarians. Thousands of libraries of all types — across the country and around the globe - use the Campaign's @ your library® brand."

Academics Buy In Concept

Rutgers University Libraries Staff Resources:
Marketing:

Rutgers University Libraries Marketing Plan for 2007/08
With measures for success proposed by the Marketing/PR group

- updated March 2007 -

Libraries Home
Staff Resources Home
Committees and Task
Forces across RUL

Access Services
Administrative Services
Budget Office
Central Technical Services
Collection Development
Distributed Technical
Services
Facilities Planning and
Management
Human Resources
Integrated Information
Systems
Library Faculty
Marketing
Planning and Assessment
Public Services
Research and
Instructional Services

Goal One: *More stakeholders will become aware of library resources and services appropriate for them.*

Measurable Objective One: Increase students' awareness of the Libraries website.

- Action Step: Place outreach service desks in locations with easy access to users (e.g., student orientations, campus centers, dorms, etc.), at each of the three campuses, to distribute information about the Libraries website. [Suggested handout: Five common 'problems' students can solve by using the website.]
- *Important preparatory step = provide training for service desk staff on the objectives of the program and the skills needed to succeed.*
- Measure: Number of visitors to all service desks and feedback from Libraries staff who managed the desks.
- **Target date: September 2007**
- Cost: $1300 [covers purchase of iPod and expense of imprinting coffee cup sleeves with info on the service desks & Ipod drawing; sleeves will be distributed/used by campus center coffee shops]
- Action Step Owner: Access service staff and reference librarians
- Marketing/PR Group contact: Roger Smith

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Intersecting Disciplines: Rutgers Gets it…

Marketing Types: Which one?

- **Direct** : examples are email, brochures, participation at fairs and conferences, using media, website, web portals, newsletter, annual report.

- **Indirect**: examples are spokespersons and celebrities who have had positive user experiences. Word of Mouth Advertising.

Use All Channels to Inform

Library Publications and Press Releases

Dream Explore Imagine

Quarterly Newsletter | Press Releases | E-mail Newsletters | Annual Report

Imagine That...
Library Newsletter

The quarterly publication features stories about the library, our staff and our services, plus listings of the many programs that we offer for children, teens, and adults.

News Releases

Visit The Media Room for an archive of Camden County Library news releases.

Nextreads and Library Flash
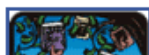
Monthly Readers' Advisory Newsletters and Library Updates

Snapshot Day 2012

Camden County Library: Snapshot Day 2012

Camden County Library System

SNAPSHOT:
ONE DAY IN THE LIFE NEW JERSEY LIBRARIES
2 0 1 2

-It's great being able to come to the library and see all the different things they have to offer people of all ages. I'm glad they're here!

More Videos on
YouTube

Stuffed Animal Sleepover

Marketing Partners: Indirect marketing

- Library Association – Best Advocacy Partner
- Library Champions
- Community the Library Serves
- Associations & Organizations the Library works with to provide services.
  - Examples: SBA, Chamber of Commerce, Outplacement Agencies, Financial Experts

Building Portals for Increasing Awareness: Njworks.org for job seekers

Transforming Lives: Job Search

Continued Role of Building Awareness

Marketing Guru Trains to Lead Tribes!

ate Library
ation through libraries

Home › For State Government › State Library News and Events ›

Seth Godin, Marketing and Library Tribes

Submitted by ndowd on Wed, 29 Oct 2008, 12:31pm

in: *Conferences*   *Marketing*   *NJ Library Network*   *Statewide Programs*   *Uncateg*

Before a standing room only crowd of New Jersey librarians, small business owners and Ramapo College
students, Marketing Guru Seth Godin presented his perspectives on the current trends in Social Marketing
and discussed common-sense strategies for successful âTribeâ? engagement at Ramapo College on
October 28. The lecture coincided with the release of his new book Tribes, which is based on the semi-
exclusive social networking Web site he created.

The best-selling author, entrepreneur and agent of change has been hailed as the âUltimate Entrepreneur
for the Information Ageâ? by Business Week; Successful Meetings chose him as one of the â21 Speakers
for the Next Century;â? Promo dubbed him the âPrime Minister of Permission Marketing;â? Forbes.com
christened Godin a âdemigod on the Web;â? and eMarketer named him âMost Important Marketing Guru.â?

With that notoriety and acclaim, he did not disappoint the audience of over 200 in attendance. Godin used

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Overarching Marketing Strategy

Marketing Inside Out

- ***Why*** are Libraries Different? NOT ***What*** they do
- Leaders in NJSL "Create A Movement"
- Mobilize the "Library Tribe"
- Fire Up Passion & Connect Passion
- Believers Tell "Branded" Story

Marketing Gone Viral!

Marketing Inside Out: "Dream, Explore, Imagine!" Camden County Library's Award Winning Campaign

Training Librarians To "Tell Their Story"

New Jersey State Library

Connecting people with information through libraries

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⌂ / News Items / Librarians Got Their Story Telling Mojo Working

Librarians Got Their Story Telling Mojo Working

The New Jersey State Library hosted the workshop, "Story Telling Mojo: How to Engage People in the Evolving Story of Libraries," at the Sheraton Eatontown on Nov. 21. The full day workshop, presented by Michael Margolis, CEO and founder of Get Storied, supported the statewide strategic plan goal of communicating the value of libraries. Approximately 100 librarians from across New Jersey participated in the workshop, which included activities on how to construct and tell a short story.

In the photo below, Heather Andolsen (left) and Erin Blatt do a warm-up activity, telling a short story about themselves.

Michael Margolis

Margolis spoke to a standing room only crowd at the American Library Association Annual Conference this past summer and has also worked with both the California and Pennsylvania state libraries. For the past few years Get Storied has been investigating what the role and value of libraries in the 21st century is and has been deeply invested in framing this important story at the state and national levels.

The culmination of the training was for groups to construct a 30 second story and tell it to another group. In the photo right, Amy Babcock Landry, Linda Hoffman, Annemarie Shapiola, Patricia Knapp tell their Group's Story.

See all the Story Tellers in action at: http://www.flickr.com/photos/organize/?start_tab=one_set72157638049000894

Share this:

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NJSL Takes on Active Marketing:

NJ State Library Presents Best Practices in Marketing Awards

Submitted by gcooper on Tue, 11 Oct 2011, 11:06am

in:
Awards | for libraries | for state government | for the public | general information
Community | Contests | LDB | Marketing | NJ Library Network | NJSL Marketing
Partnerships | Press | Statewide Programs | trustees | Uncategorized

The New Jersey State Library announced that four New Jersey libraries were selected to receive Best Practices in Marketing Awards for programs they developed and promoted to aid job seekers or small businesses. Each library received a $1000 award and plaque.
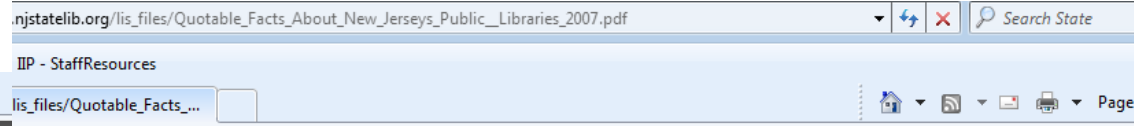
Campaign Promoted Online!

Tell Your Story @ conferences

http://lss.njstatelib.org/lis_files/Quotable_Facts_About _New_Jerseys_Public__Libraries_2007.pdf

http://lss.njstatelib.org/lis_files/Quotable_Facts_...

Quotable Facts About New Jersey's Public Libraries

NJ State Library
An affiliate of Thomas Edison State College

NJLA
New Jersey Library Association
The voice of New Jersey libraries and librar...

Did You Know That In 2007…

♦ More than 46 MILLION visitors were welcomed in New Jersey's public libraries, more than eight times the number of visitors to NJ state parks (5.5 M).

♦ In New Jersey, each public library served an average of nearly 18,000 people. Public libraries serve as community centers / knowledge hubs providing free access to a wealth of resources and services such as books, internet access, high value subscription databases, public programming, etc.

♦ New Jersey residents had nearly 32.4 million items available to them at NJ public libraries and checked out nearly 56 million in one year.

♦ Through the interlibrary loan program, the NJ public libraries loaned and borrowed over 3 MILLION items saving the residents nearly $75 MILLION in purchasing.

♦ New Jersey public libraries provided free internet access to its residents through the use of 6000 PCs which would cost about $6 MILLION to buy. These PCs were used 10.3 million times. If the

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http://njlibrarychampions.org/

Page ▾   Safety ▾   T

Janet Evanovich

Last updated or commented: *1 year 37 weeks* ago

"Libraries rock, especially in tough economic times like these. I've always..."

Janet Evanovich is the author of the popular Stephanie Plum contemporary mystery series. Evanovich began her career writing...

read m

Assemblywoman Linda R. Greenstein

Last updated or commented: *3 years 17 weeks* ago

"Libraries are an essential part of the fabric of a community. They are..."

Linda Greenstein has been serving in the General Assembly since January 2000. She was educated at Vassar, Johns Hopkins...

read m

Jonathan Lee Iverson

Last updated or commented: *3 years 38 weeks* ago

"Reading: The Adventure Begins with You!"

Jonathan Lee Iverson dons the iconic top hat once again to become the Ringmaster of the Ringling Brothers and Barnum &...

read m

Cara McCollum, Miss New Jersey 2013

Last updated or commented: *2 weeks 2 days* ago

"Reading is a magical thing, it allows you to be whatever character you..."

Twenty-year-old Princeton University student Cara McCollum captured the title of Miss New Jersey on Saturday night, June 15...

49 read m

Passionate Champions Promoting Cause

Judy Blume

"I fell in love with books at the Elizabeth Public Library when I was four years old. My mother took me to the children's room every week and I'd sit on the floor and sniff the books before turning the pages. It was here that I found *Madeline*, my first favorite book. I still feel a thrill when I enter a library. I never know what I'm going to find, and isn't that part of what makes libraries so special — the endless possibilities."

Judy Blume, photo by Sigrid Estrada - click for m

Judy Blume spent her childhood in Elizabeth, New Jersey, making up stories inside her head. She has spent her adult years in many places doing the same thing, only now she writes her stories down on paper. Blume's novels for children and teenagers were among the first to tackle such controversial matters as racism (*Iggie's House*), menstruation (*Are You There God? It's Me, Margaret.*), divorce (*It's Not the End of the World*, *Just As Long As We're Together*), bullying (*Blubber*), masturbation (*Deenie*; *Then Again, Maybe I Won't*) and teen sex (*Forever*), and as such have been the source of controversy over the appropriateness of such topics for her middle school audience. She has also written three novels for adults (*Summer Sisters*, *Smart Women*, and *Wifey*), all of them New York Times bestsellers. More than 80 million copies of her books have been sold, and her work has been translated into thirty-one languages. She receives thousands of letters a year from readers of all ages who share their feelings and concerns with her.

Blume is the founder and trustee of *The Kids Fund*, a charitable and educational foundation. She serves on the boards of the *Author's Guild*; the *Society of Children's Book Writers and Illustrators*; the *Key West Literary Seminar*; and the *National Coalition Against Censorship*.

Remarkable Branding Gone Global!

Snapshot Day In 31 States!

My Library... more than just a place for books, it's a place for people.

http://snapshot.njlibraries.org

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lib http://www.americanlibrariesmagazine.org/article/library-snapsl

File   Edit   View   Favorites   Tools   Help
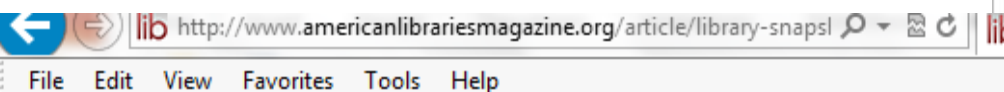
Library Snapshot Day Turns Three

Posted Monday, October 1, 2012 - 14:33

Picture this: A glimpse of your state's libraries at work
By Morgan Reeves

How would you like to tell the world that *in one day* more than 160,000 people visited your state's libraries and more than 1,000 people received job-search help? Thanks to Library Snapshot Day, you can.

Launched three years ago in New Jersey, the effort has expanded to include librarians nationwide in collecting statistics, customer comments, and pictures from libraries all over their state during a single day, then compiling the results and posting them online. So far the event has taken place in at least 31 states — and it's catching on. The American Library Association's Office for Library Advocacy offers an
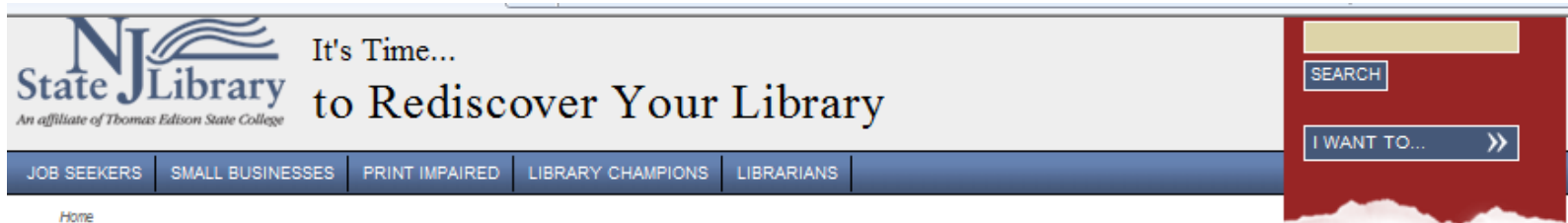
Winning ALA Marketing Award

Statewide 2009 campaign in New Jersey to **tell strategic stories about how *libraries transform lives*.** **240 libraries** across the state partnered in the effort, raising the awareness of legislators enough for them to reinstate library funding.

The total cost of the campaign was $54,000, including three months of **commercials on New Jersey public television at prime time**.

Marketing: Comprehensive, Collective Initiative

State NJ Library
An affiliate of Thomas Edison State College

It's Time...
to Rediscover Your Library

SEARCH

I WANT TO... »

JOB SEEKERS | SMALL BUSINESSES | PRINT IMPAIRED | LIBRARY CHAMPIONS | LIBRARIANS

Home

It's Time

The New Jersey State Library (NJSL) is committed to educating the public about the value of libraries through public awareness campaigns, community outreach and media relations. This comprehensive marketing portal, developed by the New Jersey State Library, promotes public library services for local communities, including job seekers, entrepreneurs and small business owners, and the visually impaired. We've also received support from local celebrities who share a deep appreciation for libraries. These stories, as well as stories from everyday library champions, are excellent examples of the diverse ways our libraries touch people's lives.

Libraries have always sparked our imagination, taking us places we never thought we'd go. In today's tough economy, they're still doing that, but not simply through books. Since the downturn, public library use has risen significantly. By providing free access to job resources, they're helping the unemployed find new careers, entrepreneurs create new opportunities, and small businesses find new customers. Public libraries offer classes to learn new skills, provide access to news and books for the visually impaired, and offer opportunities for networking. These vibrant backbones of New Jersey communities foster personal and professional growth, innovation, and opportunity. They're helping put people back to work and creating small business success stories. By doing so, they create staggering economic value for the community.

Today, people need public libraries more than ever. It's time to rediscover YOUR library...

In just one day in libraries throughout New Jersey....

- · 1,015 people got employment help
- · 1,121 programs were offered
- · 892 people learned computer skills

LIBRARIANS

Blog

Current Campaigns

Events

Library Marketing Articles

New Jersey Library Community Updates

Press room

Webinar Archive

Marketing Collateral Library

Publicity Guidelines for Grantees

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Marketing Kits: Branded Messaging
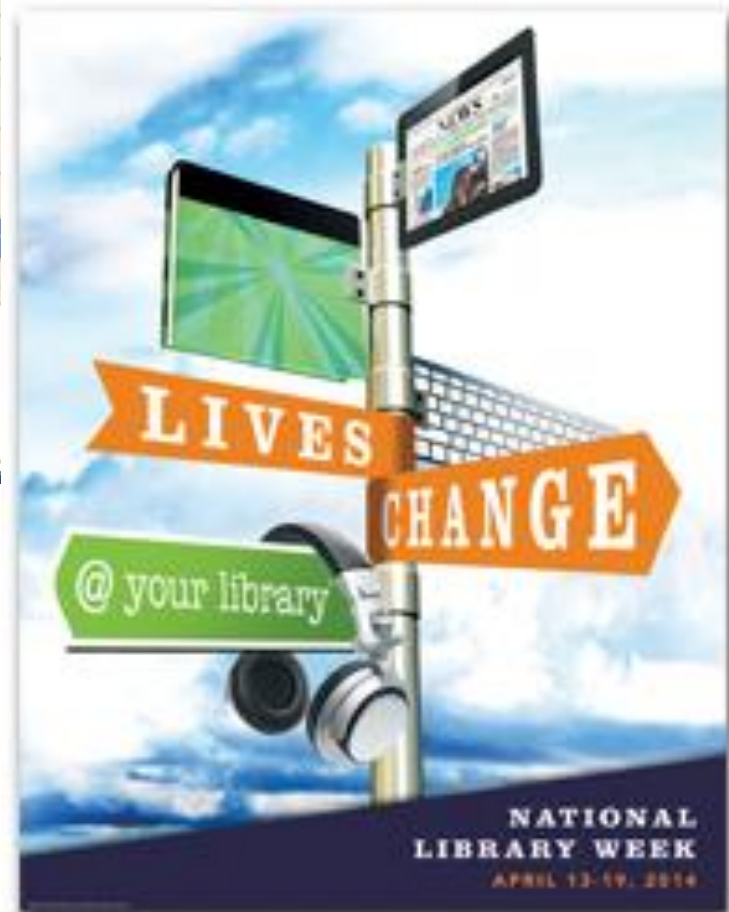
Marketing Kits from OCLC & Ebsco

WebJunction®
The learning place for libraries.

| Find Training | Explore Topics | Share Your Story | Ou |

Marketing Your Library to Job Seekers

by Agnes Stevens
Last Modified: 21 March 2012
Comments: 0
Rating: No ratings yet

Use this marketing toolkit to let the job-seekers in your community know what a wealth of resources and services the library has to offer.

Marketing Toolkit for Library Outreach to Job

CHART YOUR

libraryAware™

All-in-One Library Marketing
Make the most of your limited staff and resources

ONE Place to Create:
Flyers
Bookmarks
Brochures
Emails
E-newsletters
Facebook posts
Twitter posts
Website banners
Promotions in your catalog

ONE Source of:
Professional templates
Copyright-free images
Consistent branding
Ready to go campaigns

ONE Solution for:
Announcing programs
Publicizing collections
Promoting e-resources
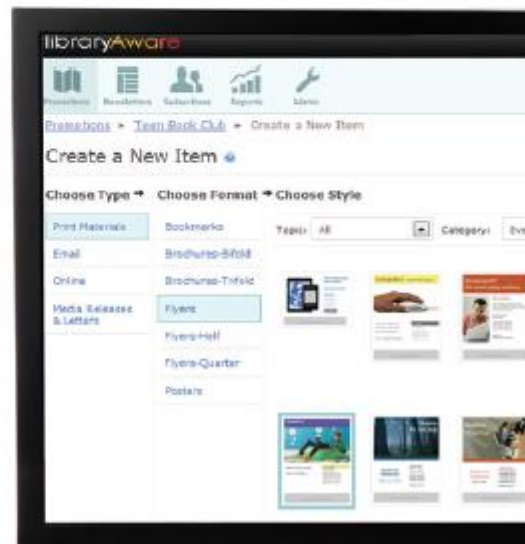
Library Value Calculator going Viral!
http://ldb.njstatelib.org/libvaluecalc

National Initiative!

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Conclusion

We are operating in an exponentially changing world and will have to *evolve and inform and constantly engage* for sustenance

AND TO

Improve *Market Share in "Information Industry"*

No substitute for

"Being Out There In The Community"!

Bye: Gloom & Doom Years

Welcome:

What's next @ Library

Thank You!